

**AMENDMENTS TO THE CLAIMS:**

The listing of claims will replace all prior versions, and listings of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently amended) A server-based method of automatically ~~generating~~ submitting a plurality of bids to a competitive bidding process for an advertiser for placement of at least one advertisement ~~in association with a search results list~~, the method including the steps:

a) ~~receiving~~ selecting at least one candidate advertisement ~~from associated with the advertiser in response to a search query;~~

b) ~~performing a search query~~ selecting an initial plurality of candidate keywords;

c) ~~creating a list~~ expanding the initial plurality of candidate keywords ~~associated with~~ based at least in part on the at least one candidate advertisement ~~based on the results of search query to form an expanded plurality of candidate keywords;~~

d) creating an advertisement-keyword pair for each candidate advertisement and each candidate keyword, wherein each advertisement-keyword pair includes one or more keywords of the expanded plurality of candidate keywords;

e) estimating a click-through rate for each advertisement-keyword pair from the at least one candidate advertisement and candidate keywords;

e) ~~gathering sales and visitor data, historical purchase data, historical keyword data and user information, through the advertiser's website;~~

f) ~~calculating a return on advertising investment (ROAI) for each advertisement-keyword pair, by use of the gathered sales and visitor data, historical purchase data and user information~~ based at least in part on the corresponding click-through rate estimated in e);

g) ~~calculating a recommended~~ an optimized bid amount for each advertisement-keyword pair based at least in part on the corresponding ROAI calculated in f); and

h) placing a automatically submitting the optimized bids during the calculated in g) to the competitive bidding process for placement of each candidate advertisement in search results lists generated in response to search queries comprising at least one keyword of the expanded plurality of candidate keywords; and

i) suggesting an alternative keyword to the candidate keyword for a bidder who does not win the bidding on the candidate keyword.

2. (Currently amended) The method as set forth in claim 1 wherein at least two candidate advertisements are received from the advertiser selected in receiving step a).

3. (Currently amended) The method as set forth in claim 1 wherein at least one of the list initial plurality of candidate keywords and the expanded plurality of candidate keywords is based at least in part on information provided by the advertiser.

4. (Currently amended) The method as set forth in claim 1 wherein the list expanded plurality of candidate keywords is automatically generated based at least in part from at least one keyword the initial plurality of candidate keywords which is based at least in part on information provided by the advertiser.

5. (Currently amended) The method as set forth in claim 1 wherein at least one of the list initial plurality of candidate keywords and the expanded plurality of candidate keywords is automatically generated based at least in part from content in an advertiser web site.

6. (Currently amended) The method as set forth in claim 1 wherein at least one of the list initial plurality of candidate keywords and the expanded plurality of candidate keywords is automatically generated based at least in part from content of the at least one candidate advertisement.

7. (Currently amended) The method as set forth in claim 1 wherein at least one of the list initial plurality of candidate keywords and the expanded plurality of candidate

keywords is automatically generated based at least in part from ~~one two~~ or more of at least one candidate keyword provided by the advertiser, content in an advertiser web site, and content of the at least one candidate advertisement.

8. (Currently amended) The method as set forth in claim 1 wherein the click-through rate for each advertisement-keyword pair is estimated by placing the corresponding candidate advertisement in the a search results list on a trial basis.

9. (Currently amended) The method as set forth in claim 1 wherein the click-through rate for each advertisement-keyword pair is estimated ~~using an algorithm to estimate~~ based at least in part on the relevance of content in the corresponding candidate advertisement ~~content to the one or more candidate keywords~~ for the corresponding advertisement-keyword pair.

10. (Currently amended) The method as set forth in claim 1 wherein the estimated click-through rate for each advertisement-keyword pair is ~~continuously~~ periodically revised based on actual search queries, search results lists, and click-throughs corresponding to the advertisement-keyword pair.

11. (Currently amended) The method as set forth in claim 1, the ROAI calculating step ~~d) in f)~~ in f) further including the steps:

f) ~~tracking~~ the advertisement-keyword pair at the time a user clicks on the corresponding advertisement in the search results list;

g) ~~tracking~~ a revenue event and corresponding revenue amount associated with sales through an advertiser web site associated with the search results list; and

h) ~~associating~~ the tracked advertisement-keyword pair clicks with the tracked revenue events and corresponding revenue amounts.

12. (Original) The method as set forth in claim 11 wherein tracking the advertisement-keyword pair is accomplished at least in part by using one or more of a tracking URL, a form, and a cookie.

13. (Original) The method as set forth in claim 11 wherein the revenue event includes at least one of a sale, a lead generation, and a form submission.

14. (Original) The method as set forth in claim 11 wherein the revenue event and corresponding revenue amount are stored in a database associated with the advertiser web site.

15. (Original) The method as set forth in claim 11 wherein an image bug is placed on the advertiser web site and the revenue event and corresponding revenue amount are stored in a service provider web site.

16. (Original) The method as set forth in claim 11 wherein the revenue event and corresponding revenue amount is stored in a database associated with the advertiser web site.

17. (Currently amended) The method as set forth in claim 11 wherein the ROAI calculating ~~step in f)~~ further includes ~~the step~~:

i) ~~receiving~~ the associated tracked advertisement-keyword pair clicks and tracked revenue events and revenue amounts.

18. (Currently amended) The method as set forth in claim 17 wherein the associated tracked advertisement-keyword pair clicks and tracked revenue events and revenue amounts are received by at least one of FTP file transfer protocol (FTP) data transfer and web services.

19. (Currently amended) The method as set forth in claim 11 wherein the ROAI calculating ~~step in f)~~ further includes ~~the step~~:

i) ~~considering~~ the relevance of the advertiser web site to the advertisement-keyword combination.

20. (Currently amended) The method as set forth in claim 11 wherein the ROAI calculating step in f) further includes ~~the step~~:

i)-considering an experience level in a user associated with submission of the search query and selection of an advertisement in the corresponding search results list, wherein the experience level is in relation to at least one of the advertisement in the advertisement-keyword combination, the keyword in the advertisement-keyword combination, the advertiser, the advertiser web site, products associated with the advertiser, and services associated with the advertiser.

21. (Currently amended) The method as set forth in claim 1 wherein the calculated ROAI for each advertisement-keyword pair is based at least in part on information received from the advertiser.

22. (Canceled)

23. (Currently amended) The method as set forth in claim 1 wherein the ~~plurality of optimized bids calculated in g)~~ are optimized based at least in part on optimization of ROAI for at least one of the candidate advertisement and the one or more candidate keywords associated with the corresponding advertisement-keyword pair.

24. (Currently amended) The method as set forth in claim 23, further including ~~the step~~:

f)-recommending an optimal set of bid combinations with respect to profitability for the advertiser creating a corresponding automatic insertion order for placing the advertisement-keyword combinations.

25. (Original) The method as set forth in claim 24 wherein the set of bid combinations is sorted by a product of the click-through rate and ROAI and insertion orders are placed in the sorted order.

26. (Original) The method as set forth in claim 24 wherein the advertiser constrains the set of bid combinations by at least one of an advertisement budget and a capacity budget.

27. (Original) The method as set forth in claim 26 wherein the advertiser constraint is a maximum budget amount for a predetermined period of time.

28. (Original) The method as set forth in claim 26 wherein the advertiser constraint is a desired number of click-throughs for a predetermined period of time.

29. (Original) The method as set forth in claim 26 wherein the advertiser constraint is at least one of a multiplier of ROAI and a desired profit margin with respect to ROAI.

30. (Original) The method as set forth in claim 26 wherein the advertiser constraint is at least one of a maximum budget amount for a predetermined period of time, a desired number of click-throughs for a predetermined period of time, a multiplier of ROAI, and a desired profit margin with respect to ROAI.

31. (Currently amended) A server-based apparatus for ~~automatically generating submitting~~ a plurality of bids to a competitive bidding process for an advertiser for placement of at least one advertisement in association with a search results list, the apparatus including:

~~a sponsored results database~~ an advertisement selection logic for receiving selecting at least one candidate advertisement ~~from associated with~~ the advertiser;

a search results list generated in response to a search query;

a keyword identification system for creating a list selecting an initial plurality of candidate keywords associated with and for expanding the initial plurality of candidate keywords ~~the at least one candidate advertisement;~~

an advertisement-keyword selection system in communication with the ~~sponsored results database~~ advertisement selection logic and keyword identification system for creating an advertisement-keyword pair for each candidate advertisement

and each candidate keyword, wherein each advertisement-keyword pair includes one or more keywords of the expanded plurality of candidate keywords, for estimating a click-through rate for each advertisement-keyword pair, from the at least one candidate advertisement and candidate keywords and for calculating a return on advertising investment (ROAI) for each advertisement-keyword pair using sales and visitor data, historical purchase data, historical keyword data and user information based at least in part on the corresponding click-through rate; and

a bid determination system in communication with the advertisement-keyword selection system for calculating a-an optimized bid amount for each advertisement-keyword pair based at least in part on the corresponding ROAI and for automatically submitting the optimized bids to the competitive bidding process for placement of each candidate advertisement in search results lists generated in response to search queries comprising at least one keyword of the expanded plurality of keywords; and

an alternative candidate keyword identification system for suggesting an alternative keyword to the candidate keyword to a bidder who does not win the bidding process.

32. (Currently amended) The apparatus as set forth in claim 30 claim 31 wherein the keyword identification system automatically generates at least part one of the list initial plurality of candidate keywords and the expanded plurality of candidate keywords from one or more of at least one candidate keyword provided by the advertiser, content in an advertiser web site, and content of the at least one candidate advertisement.

33. (Currently amended) The apparatus as set forth in claim 30 claim 31, the advertisement-keyword selection system further including:

an ROAI agent for tracking the advertisement-keyword pair at the time a user clicks on the corresponding advertisement in the search results list, tracking a revenue event and corresponding revenue amount associated with sales through an advertiser web site associated with the search results list, and associating the tracked advertisement-keyword pair clicks with the tracked revenue events and corresponding revenue amounts.

34. (Original) The apparatus as set forth in claim 33 wherein the ROAI agent also receives the associated tracked advertisement-keyword pair clicks and tracked revenue events and revenue amounts.

35. (Original) The apparatus as set forth in claim 33 wherein the ROAI agent also considers the relevance of the advertiser web site to the advertisement-keyword combination.

36. (Original) The apparatus as set forth in claim 33 wherein the ROAI agent also considers an experience level in a user associated with submission of the search query and selection of an advertisement in the corresponding search results list, wherein the experience level is in relation to at least one of the advertisement in the advertisement-keyword combination, the keyword in the advertisement-keyword combination, the advertiser, the advertiser web site, products associated with the advertiser, and services associated with the advertiser.

37. (Currently amended) The apparatus as set forth in ~~claim 30~~ claim 31 wherein the ~~plurality of optimized~~ bids determined by the bid determination system are optimized based at least in part on optimization of ROAI for at least one of the candidate advertisement and the one or candidate keywords associated with the corresponding advertisement-keyword pair.

38. (Original) The apparatus as set forth in claim 37 wherein the bid determination system recommends an optimal set of bid combinations with respect to profitability for the advertiser creating a corresponding automatic insertion order for placing the advertisement-keyword combinations.

39. (Original) The apparatus as set forth in claim 38 wherein the bid determination system sorts the optimal set of bid combinations by a product of the click-through rate and ROAI and insertion orders are placed in the sorted order.

40. (Currently amended) A server-based method of automatically ~~generating~~ submitting a plurality of bids to a competitive bidding process for an advertiser for placement of at least one advertisement ~~in association with a~~ at least one publisher web page, the method including the steps:

a) ~~receiving~~ selecting at least one candidate advertisement ~~from~~ associated with the advertiser ~~in response to a search query~~;

b) ~~performing a search query~~;

c) ~~creating~~ b) selecting a list ~~plurality of~~ candidate keywords ~~publisher web pages, wherein each candidate publisher web page is associated with the at least one or more candidate advertisement based on results of search query and includes one or more auctioned advertisement positions~~;

d) ~~c) creating a list of least one candidate publisher web pages having one or more auctioned~~ an advertisement publisher web page pair for each candidate advertisement and each candidate publisher web page position;

e) ~~d) estimating a click-through rate for each advertisement publisher web page pair from the at least one candidate advertisement and candidate publisher web pages~~;

f) ~~e) calculating a return on advertising investment (ROAI) for each advertisement publisher web page pair by use of the gathered sales and visitor data, historical purchase data, historical keyword data and user information based at least in part on the corresponding click-through rate estimated in d)~~;

g) ~~f) calculating a recommended~~ an optimized bid amount ~~for each advertisement publisher web page pair based at least in part on the corresponding ROAI calculated in e); and~~

h) ~~g) placing a~~ automatically submitting the optimized bids ~~during the calculated in f) to the competitive bidding process for placement of each candidate advertisement in at least one publisher web page of the plurality of candidate publisher web pages~~; and

i) ~~suggesting alternative candidate keywords to a bidder who drops out of the bidding process on the initial candidate keywords~~.

41. (Currently amended) The method as set forth in claim 40, the ROAI calculating step ~~d)~~ in e) further including the steps:

g) tracking the advertisement-publisher web page pair at the time a user clicks on the corresponding advertisement in the corresponding publisher web page;

h) tracking a revenue event and corresponding revenue amount associated with sales through an advertiser web site associated with the corresponding publisher web page; and

i) associating the tracked advertisement-publisher web page pair clicks with the tracked revenue events and corresponding revenue amounts.

42. (Currently amended) A server-based method of ~~generating~~ submitting a bid to a competitive bidding process for an advertiser for placement of an advertisement in association with a search results list, the search results list generated in response to a search query, the method including the steps:

a) receiving selecting at least one candidate advertisement ~~to be associated with the bid from the advertiser~~;

b) ~~receiving a selection of~~ selecting one or more optimized keywords ~~from the advertiser and associating the one or more selected keywords with the bid by performing a search query based at least in part on the~~ at least one candidate advertisement;

c) creating an advertisement-keyword pair for each candidate advertisement and each optimized keyword, wherein each advertisement-keyword pair includes one or more optimized keywords; and

e) ~~d)~~ calculating a recommended amount ~~to an~~ optimized bid for placement of the selected ~~each~~ advertisement-keyword pair in conjunction with ~~based at least in part on the one or more selected~~ optimized keywords ~~to the advertiser, wherein the search query is associated with the one or more selected keywords~~ selected in b); and

e) automatically submitting the optimized bids calculated in d) ~~to the competitive bidding process for placement of each candidate advertisement in search results lists generated in response to search queries comprising at least one keyword of the one or more optimized keywords.~~

43. (Currently amended) The method as set forth in claim 42, further including: wherein the optimized bids calculated in d) receiving a selection of an amount to bid for placement of the selected advertisement in the search results list generated in response to the search query associated with the one or more selected keywords are based at least in part on information from the advertiser.

44. (Currently amended) The method as set forth in claim 42 wherein the at least one candidate advertisement was selected by an in a) is based at least in part on information from the advertiser associated with the advertisement and was selected at least in part by matching content of the each candidate advertisement to the one or more candidate keywords, wherein the matching of content is at least partially automated.

45. (Currently amended) The method as set forth in ~~claim 43, further including:~~ claim 42

~~e) recommending a plurality of keywords related to the advertisement to~~ wherein the one or more optimized keywords selected in b) are based at least in part on information from the advertiser; and

~~f) recommending that~~ wherein the one or more of the plurality of optimized keywords be associated with the bid to each advertisement-keyword pair in c) are based at least in part on information from the advertiser, wherein the search query is associated with the one or more recommended keywords.

46. (Currently amended) The method as set forth in ~~claim 45~~ claim 42, further including:

~~g) receiving~~ collecting information from an advertiser web site associated with the advertisement, wherein the advertiser web site information includes at least web site visits and web site sales; and

~~h) determining a return on advertising investment (ROAI) information for at least the selected~~ each advertisement-keyword pair and the one or more keywords based at

least in part from the advertiser web site information, wherein the determined ROAI information—is considered in—~~recommending step e)~~ calculating the corresponding optimized bid in d).

47. (Currently amended) The method as set forth in—~~claim 43~~ claim 42, further including:

e)—receiving information from a user associated with the advertiser via an input device, wherein the user information is considered in ~~recommending step e)~~ to determine the amount to recommend to the advertiser for calculating the optimized bids in d).

48. (Currently amended) The method as set forth in—~~claim 43~~ claim 42, further including:

e)—receiving—collecting information from a keyword search engine associated with the search results list, wherein the keyword search engine information is associated with at least one of current bids for placement of advertisements and previous search queries, and wherein the keyword search engine information is considered in ~~recommending step e)~~ calculating the optimized bids in d).

49. (Currently amended) The method as set forth in—~~claim 43~~ claim 42, further including:

e)—receiving—collecting information from a—~~an~~ advertising aggregator associated with the search results list, wherein the advertising aggregator information is associated with at least one of current bids for placement of advertisements and previous search queries, and wherein the advertising aggregator information is considered in ~~recommending step e)~~ calculating the optimized bids in d).

50. (Currently amended) The method as set forth in—~~claim 43~~ claim 42, further including:

e)—receiving—collecting information from a bidding service provider associated with the search results list, wherein the bidding service provider information is associated

with at least one of current bids for placement of advertisements and previous search queries, and wherein the bidding service provider information is considered in recommending step e) calculating the optimized bids in d).

51. (Currently amended) The method as set forth in ~~claim 43~~ claim 42, further including:

e) ~~receiving~~ collecting information from an advertiser web site associated with the advertisement, wherein the advertiser web site information is considered in recommending step e) calculating the optimized bids in d).

52. (Currently amended) The method as set forth in ~~claim 43~~ claim 42, further including:

e) ~~receiving~~ collecting information from a competitor web site associated with a competitor in relation to the advertiser, wherein the competitor web site information is considered in recommending step e) calculating the optimized bids in d).

53. (Canceled)

54. (Canceled)

55. (Currently amended) The method as set forth in claim 1, wherein calculating the ROAI in f) is ~~calculated tabulating the based at least in part on historical sales data generated by from sales made on the an advertiser's website when the site was reached using a that are associated with at least one keyword of the expanded plurality of candidate keywords and subtracting the a cost of obtaining per click associated with the use of a key word, then comparing this value with historical purchase data from use of the same keyword in order to determine a value of the keyword.~~

56. (Currently amended) The method as set forth in claim 1, wherein a bidder who an advertiser that drops out of the competitive bidding process on the candidate for a given

advertisement-keyword pair is presented with alternative keywords, the method further comprising:

determining that the bidder-optimized bid associated with the given advertisement-keyword pair will not win ~~the bid for the candidate keyword in the competitive bidding process~~;

performing a search query to find an alternative word keywords similar to the one or more candidate-keyword that was bid upon keywords associated with the given advertisement-keyword pair;

calculating ~~the ROAI of repeating e)~~ through h) for the given advertisement-keyword pair with one or more alternative keyword-keywords substituted for at least one candidate keyword associated with the given advertisement-keyword pair in the same manner as was performed on the candidate keyword; and

calculating a recommended bid amount for each alternative keyword.

57. (Currently amended) A server-based computer program product for use with an apparatus for generating-submitting a bid to a competitive bidding process for an advertiser for placement of an advertisement in association with a search results list, wherein the search results list is generated in response to a search query, the computer program product including:

a computer usable medium having computer readable program code embodied in the medium for causing:

i) ~~performance of a search query selection of at least one candidate advertisement associated with the advertiser~~;

ii) selection of a an initial plurality of candidate keywords;

iii) ~~selection of an expansion of the initial plurality of candidate keywords advertisement to be associated with the bid~~ form an expanded plurality of candidate keywords;

iv) ~~association of creation of an advertisement-keyword pair for each candidate advertisement and each candidate keyword, wherein each advertisement-keyword pair includes one or more keywords of the expanded plurality of candidate keywords with the bid, wherein the search query is associated with the one or more keywords~~; and

v) determination of an amount to optimized bid for each advertisement-keyword pair; and

vi) automatic submission of the optimized bids determined in v) to the competitive bidding process for placement of ~~the selected each candidate~~ advertisement in relation to the search results list generated in response to the search query associated with the queries comprising at least one or more keyword of the expanded plurality of candidate keywords;

~~wherein at least one of the selection of the plurality of keywords, selection of the advertisement, association of one or more of the plurality of keywords with the bid, and determination of the amount to bid is based at least in part on user information received a keyword advertisement management system associated with the medium;~~

~~selecting alternative candidate keywords as substitutes for the selected keywords.~~

58. (Currently amended) The method of claim 1, wherein the ~~method incorporates~~ optimized bids calculated in g) are based at least in part on an aggressiveness setting which optimizes bidding strategy based on sales and visitor data, ROAI, current and historical bidding data.

59. (Currently amended) The method of claim 1, further comprising:

~~wherein the method incorporates competitive~~ performing a competition assessment, in which gathers a competition assessment agent collects and evaluates analyzes information from at least one competitor's website to select one or more competitor keywords, wherein at least one of the initial plurality of candidate keywords and the expanded plurality of candidate keywords is based at least in part on the competitor keywords from the competition assessment.

60. (New) The method of claim 59, further comprising:

calculating a competitor ROAI for each competitor keyword based at least in part on the competition assessment, wherein the optimized bids calculated in g) are based

at least in part on competitor ROAs for competitor keywords related to the one or more candidate keywords for advertisement-keyword pairs for corresponding optimized bids.